

# ASB

## Company Background

ASB is a commercial bank in New Zealand. With over 140 branches throughout the country, the bank is known for its focus on innovation, customer service and world-class standards. It is one of four major banks in the New Zealand market.

ASB wanted to be where its customers are and realized that meant being on Facebook. In order to extend its brand onto the platform, the company decided to run a Facebook Ad campaign to grow its community and created a Virtual Branch to engage with them in an innovative way.

## Campaign Objective

ASB saw the Virtual Branch on Facebook as a way to listen to its customers and interact with them in a two-way dialog where they were already active. “It was about reinforcing our status as market leaders marrying our determination to be innovative and our commitment to customer service,” explains Deborah Simpson, General Manager Brand and Marketing at ASB; “to really tell that story and give customers another reason to believe it.” The company also wanted to increase the numbers of fans connected to its Facebook Page, the free public profile that allows companies to share their businesses and activities with Facebook users on an ongoing basis. It is important to ASB to build a solid online community with whom it could have a continuous conversation through the Facebook platform.

*“It’s about more than ad campaigns. It’s about activation. We’ll have a key focus...and bring it to life through an integrated approach.”*

**Deborah Simpson**

General Manager, Brand and Marketing, ASB



## Facebook Executive Summary

**Client:**

**ASB**  
creating futures™

**Agency:**



[www.facebook.com/ASBbank](http://www.facebook.com/ASBbank)

**Objective:**

Build an online community of fans and reinforce the brand’s reputation for innovative technology and superior customer service.

**Solution:**

Run a Facebook Ad campaign to promote the brand and launch a customer service application developed specifically for the Facebook platform.

**Key Lessons:**

- Facebook Ad campaigns can be used to successfully drive installation of applications as well as increase the number of fans for a Page.
- Facebook’s broad reach and target filtering allows companies to effectively and efficiently target national audiences for high impact campaigns.
- A customer service and engagement product built on Facebook can become a valuable on-going asset

**Ninjas again?**

We're not actually trained to deal with ninjas, but we're great with banking. ASB's on Facebook. Come like us.

15,936 people like ASB Bank.

**Can't miss an episode?**

Tired of choosing between banking and watching TV? With ASB's Virtual Branch, you can chat with a Banking Specialist from the couch.

15,936 people like ASB Bank.



ASB used the ad campaign to launch an application called the ASB Virtual Branch. People were able to install the application from ASB's Page and have a secure live chat with an ASB Banking Specialist about account details and transactions, almost as if they walked into a real life branch. The Virtual Branch served two needs, according to Deborah, "it fulfills a customer service and brand engagement need for existing customers and it provides another reason why new customers should join ASB." ASB strives to offer its customers the best in banking and its intention was to achieve this on the Facebook platform as well.

### Campaign Approach

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ASB worked with marketing and branding agency Wag the Dog to put together the campaign. They ran a series of six different Premium Engagement Ads from September 8th to October 31st, 2010. The creative was designed to fit with ASB's brand characteristics and its previous advertising campaigns: quirky, irreverent and funny. "We found that people tend to interact more with the lighthearted and slightly quirky ad content on

Facebook," says Deborah. The ads were broken down into three sets, each with a few creative variants: one promoting ASB's presence on Facebook, one advertising a laptop give-away and one introducing the Virtual Branch application.

ASB wanted this campaign to reach a broad audience and make an impact across the New Zealand market. The company took advantage of Facebook's anonymized and aggregated data to target Facebook users over the age of 18 and kept the geographic targeting open to the whole of New Zealand.

### Results

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- When ASB launched its campaign, the goal was to gain 11,000 fans for its Facebook Page in six months. Within three months, ASB had gained an average of 300 new fans every day and reached over 13,000 fans, surpassing the original objective in half the time. ASB now has over 15,000 fans on its Page, which means it can reach over 2 million friends of those fans with Friends of Connections Targeting. "Just building that community is really worthwhile. Being able to get instant, real time feedback, is valuable to us," explains Deborah.
- There was a 10% increase in awareness of ASB Bank's Virtual Branch among New Zealand Facebook users following the Facebook Ads campaign.
- The Facebook Ads received over 6.5 million impressions during the campaign period, in a national market of 4.2 million consumers.
- The number of application installations has mirrored the number of ASB's new fans, with approximately 13,000 installs to date. Almost every person who "likes" ASB's Facebook Page goes on to install the application.
- In what's thought to be a world first for a bank to offer virtual banking and a customer service experience on Facebook, the Virtual Branch application generated buzz in the

financial services media both locally and internationally.

- ASB saw a significant increase in user engagement with its Facebook Page and in social chatter about the brand. “It was the biggest amount of activity and conversation strands relating to ASB that we’ve seen to date across social media,” explains Deborah. “But that’s what we were aiming for. We wanted to make a real impact when we launched ASB into Facebook”

## The Future

ASB has increased the size of its social media team to look after its activities in this realm. The company is currently planning its next Facebook

Ad campaign, which will be a more targeted outreach. “But it’s about more than ad campaigns,” Deborah explains. “It’s about activation. We’ll have a key focus, like the Virtual Branch, and bring it to life through an integrated approach.” Facebook forms a core part of this approach for ASB and the company will evolve its Facebook strategy to be increasingly integrated with all of ASB’s campaigns. In addition, the Virtual Branch, which started as an experimental pilot, will now be an on-going service offering from ASB alongside its other channels such as phone and internet banking as well as the Branch and Contact Centre networks. ASB is focused on supplying relevant information and powerful, exciting services for its clients and its online community. “We are really excited about continuing to grow on and with the Facebook platform,” says Deborah.

The screenshot shows the ASB Bank Facebook page. The header includes the Facebook logo, a search bar, and the ASB Bank name with a 'Like' button. Below the name, it identifies ASB as a 'Bank/Financial Institution'. The main content area features a large yellow banner for the 'Virtual Branch' with 'Opening Hours' listed as '10am - 6pm Monday to Friday'. A video player shows a woman in a white shirt in a bank setting with a 'Welcome' sign and a 'click to watch intro' button. Below the video, there are two text boxes: one encouraging users to 'Come and have a chat with us' and another stating 'Our chats are private'. To the right, a large yellow box says 'Welcome to the ASB Virtual Branch' and includes a message about helping with home buying. The left sidebar shows navigation options: Wall, Info, Virtual Branch (highlighted), Photos (9), and Discussions. A vertical advertisement on the far left features the ASB logo, a green frog on a wooden cage labeled 'FROG CORP', and the text 'Creating huge futures for small business'.